

Point-and-Speak Travel Phrases

Make your trip more fun
by communicating in Japanese!



This section offers some useful phrases for a comfortable, fun trip in Japan. Simply point to the phrase or try reading it out phonetically when communicating with locals!

Basic Greetings

こんにちは
KON-NICHI-WA
Hello

ありがとうございます
ARIGATOU-GOZAIMASU
Thank you

はい/いいえ
HAI / IIE
YES / NO

こんばんは
KON-BAN-WA
Good evening

さようなら
SAYONARA
So long

ごめんなさい
GOMEN-NASAI
Excuse me

Phrases for Use Around Town

～はどこですか?
~ WA-DOKO-DESUKA?
Where is X?

～に行きたいです
~ NI-IKITAI-DESU
I'd like to go to X.

Wi-Fiは使えますか?
WI-FI WA-TSUKAE-MASUKA?
Can I use Wi-Fi here?

～はいくらですか?
~ WA-IKURA-DESUKA?
How much is X?

クレジットカードは使えますか?
KUREJITTO-KADO-WA-TSUKAE-MASUKA?
Can I use a credit card here?

袋はいりません
FUKURO-WA-IRI-MASEN
Thanks, but I don't need a bag.

注文をお願いします
CHUMON-O-ONEGAI-SIMASU
I'd like to order now.

お会計をお願いします
KAIKEI-O-ONEGAI-SIMASU
Check please.

予約しています
YOYAKU-SHITEIMASU
I have a reservation.

タクシーを呼んで下さい
TAKUSHI-O-YONDE-KUDASAI
Could you call a taxi for me?

もう一度お願いします
MOUICHIHO-ONEGAI-SIMASU
Once more, please.

写真を撮ってもいいですか?
SYASHIN-O-TOTTEMO-II-DESUKA?
May I take a photo?

Taxi



Hiraizumi-Ichinoseki Area

Ichinoseki Hiraizumi Taxi
0191-23-2222

Oshu Area

Hokuto Kotsu
0197-24-3111

Withdrawing Cash

You can withdraw cash in Japanese yen from ATMs at Seven-Eleven and Lawson convenience stores using Visa, Mastercard, or UnionPay cards. Check the official convenience store websites for further details.

Emergency Assistance

**Police emergency: 110 /
Fire or emergency medical services: 119**

- In Japan, you must be 20 years of age to purchase/use alcohol or tobacco.
- Please refrain from smoking outside of designated smoking areas and restaurants that allow smoking (No smoking on public transportation or roads).
- Trash receptacles in public locations are limited. Please bring trash back to your lodging whenever possible.

ぐるり 平泉・一関・奥州

World Heritage Hiraizumi Area Guide

Maps and
Transportation
Guide
for Easy Travel

A Tour of Hiraizumi-Ichinoseki-Oshu

Deep Japan and Tohoku

Experience Traditional Japanese Culture
at World Heritage Hiraizumi and Nearby Areas

World Heritage Hiraizumi and Nearby Areas
A Comprehensive Guide

Must Visit
Historic Sites in Iwate!

Food, Activities, and Events

The Charms of Hiraizumi-Ichinoseki-Oshu

World Heritage Hiraizumi Area Sightseeing Guide

TAKE FREE



Deep Japan and Tohoku

Experience Traditional Japanese Culture

at World Heritage Hiraizumi and Nearby Areas

The Hiraizumi-Ichinoseki-Oshu area is steeped in history, offering visitors a rare chance to try some unique Japanese experiences. Make sure to check if you need advance reservations and then head out for a traditional cultural activity!


Sweets
甘味体験

Motsuji Shofuan

MAP P13-C4
 58 Aza Osawa, Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate ☎0191-46-2331
 10:00 - 15:00 🗓️ Irregular 🅅 Municipal parking
 https://www.motsuji.or.jp/eat/index.html

Savor some traditional matcha green tea and Japanese sweets in a quiet, uniquely Japanese sweets shop

On the grounds of Motsu-ji Temple, one of Hiraizumi's most iconic Buddhist temples, you'll find Shofuan, a sweets shop with a uniquely Japanese atmosphere. Don't forget to try the traditional sweet set that includes mitarashi dango or warabimochi with a cup of warm matcha green tea. Nowadays, matcha is popular even outside of Japan, but here it is served as it was originally intended, without sugar.



- Reservations** Not required
- Sample Menu**
 - Mitarashi dango (rice dumplings in sweet soy sauce) & matcha green tea set: ¥700
 - Warabimochi (jelly-like confection) & matcha green tea set: ¥700
 - Strawberry or Uji Kintoki shaved ice (summer only): ¥500 each
 - Shiratama zenzai (rice dumplings in sweet bean soup) (winter only): ¥500

HIRAIZUMI

平泉

Draw your favorite design on a traditional Japanese lantern for a souvenir

A chochin, or lantern, is a traditional Japanese craft that began more than 500 years ago, serving the same purpose as a modern flashlight. Generally they're made of Japanese paper pasted on a framework of thin bamboo strips, making them collapsible for convenient storage and portability. At Chochin no Mise Hiraizumiya, you can draw your favorite picture or write your favorite phrase on a new chochin. It makes for a great interior decoration item.

- Price** Small ¥4,000, Large ¥6,000
- Time Required** 60 - 90 minutes
- Capacity** 1 - 6 people
- Reservations** Required up to two weeks in advance
- Availability** January - May, October - mid-November (Contact the shop for details)
May not be available during busy season
- Note** Available in Japanese only
Only cash payments are accepted

Chochin no Mise Hiraizumiya
MAP P13-D4
 41-8 Aza Hanadate, Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate
 0191-46-2413 🕒9:00 - 18:00
 🗓️ Irregular 🅅 2 spots


Painting
絵付け体験

Dyeing
染物体験

KYOYA somemonoten **MAP P13-D5**
 7-28 Ote-machi, Ichinoseki, Iwate ☎0191-23-5161 🕒10:00~17:00 🗓️ Sunday 🅅 30 spots
 https://kyo-ya.net/

Create a one-of-a-kind hand towel using traditional indigo dyeing techniques

With over 100 years in business, Kyoya Somemonoten is one of the few dye shops in Japan that handles the entire process from design to dyeing and sewing. Kyoya uses indigo vegetable dye known as "Japan Blue," where you can make your own traditional Japanese hand towel known as a tenugui, handkerchiefs, T-shirts, and more to take home. Come create a one-of-a-kind piece that is sure to become a treasure.



- Price** 1 handkerchief ¥2,750
1 tenugui ¥3,300
1 T-shirt ¥4,400
- Time Required** 90 - 120 minutes (Differs depending on the number of people)
- Capacity** 10 - 30 people (Contact the shop if you want an individual activity)
- Reservations** Accepted at all times (Some times may not be available, early reservations are recommended.)
- Availability** Thursday - Monday
- Notes** You may end up with another group if it is necessary to make adjustments depending on the number of participants. Note that clothing may get dirty. The venue is Kyoya Somemonoten Ennichi (275 Akoogi, Sasaya, Ichinoseki, Iwate)

This inn hidden away in the mountains is the perfect place to spend a day purifying body and mind

Located 45 minutes from JR Ichinoseki Station by car you'll find Maturube Onsen Kamikura, a hidden inn located amongst the abundant nature of Mount Maturube. The mountain gets its name from the story of it being a place that the gods alight upon, and is thought to be the spot where ancient people offered prayers to the gods. The inn is home to hot springs known as the "Hidden Waters of the Gods," a primeval beech forest where you can immerse yourselves in the woods, a great spot for gazing at the star-filled night sky, and a place to enjoy food made with local ingredients, where you can purify your body and mind.



ICHINOSEKI

- Day Trip Bathing**
 [Price] Adults ¥800, Children ¥500
 [Availability] Thursday - Monday
 10:00 - 15:00 (Reception: 10:00 - 14:00)
- Lodging**
 [Price] ¥16,500 and up per night
 (2 people per room, includes 2 meals)

Maturube Onsen Kamikura
MAP P13-B4
 32 Maturube, Genbi-cho, Ichinoseki, Iwate
 0191-39-2877 https://m-kamikura.com/


Hidden hot spring
隠れ家の温泉体験

Buddhist Vegetarian Cuisine



Traditional Japanese cuisine with no animal products - Great for vegans

Established in 1348, SHŌBŌJI TEMPLE was instrumental in the development of the religion and culture of the Tohoku region. Currently, the temple offers visitors the chance to try traditional Buddhist vegetarian cuisine known as shojin ryori. This type of food generally uses no animal products or vegetables with strong fragrances, and was originally developed for novice monks. Come enjoy the uniquely Japanese flavor of shojin ryori in a traditional building designated by the Japanese government as an important cultural asset.



- Price** ¥5,000 (Shojin ryori + temple entrance fee)
- Time Required** 60 minutes
- Capacity** 20 people
- Reservations** Required up to 10 days in advance
- Availability** Year-round
- Notes** May not be available during temple events (Reservations are confirmed once you receive a reply). You may change or cancel your reservations up to 10 days in advance. Please contact the temple.

SHŌBŌJI TEMPLE **MAP P13-D3**
 129 Shoboji, Kuroishi-cho, Mizusawa-ku, Oshu, Iwate
 0197-26-4041
 9:00 - 17:00 (November - March: 9:00 - 16:00)
 🗓️ Open 365 days a year 🅅 20 spots
 https://shoboji.net/

Travel back in time to the Heian period by donning authentic Heian aristocratic costume

Esashi-Fujiwara Heritage Park is a historical theme park originally built for shooting a period drama about the prosperous Heian period (794 - 1185) Oshu-Fujiwara clan. Dressing up like people from the period while strolling through scenery that recreates the time is a popular activity. There is a variety of clothing including juni-hitoe, which are ceremonial robes for ladies of the court, and sokutai, attire for men, as well as clothing for children. These heavy, magnificent, authentic costumes will take you back in time for an enjoyable trip to the Heian period.

- Price** Children ¥6,600 and up, Men ¥16,500, Women ¥22,000
- Time Required** 60 - 120 minutes (Dressing time)
- Capacity** 2 people
- Reservations** Required up to 1 week in advance
- Availability** Year-round (Dates and times are subject to change when TV dramas or movies are being filmed.)
- Notes** Additional admission fee is required. Only cash payments are accepted for additional options (makeup, wigs, photographs). Please contact the park at least three days in advance to cancel or change your reservations. Note that because the costumes are quite heavy, pregnant women cannot participate.

Esashi-Fujiwara Heritage Park **MAP P13-D2**
 86-1 Aza Konamaru, Iwayado, Esashi, Oshu, Iwate1
 0197-35-7791 🕒9:00 - 17:00 (November 1 - end of February: 9:30 - 16:00) Final entry is 1 hour before closing
 🗓️ January 1 🅄 Admission: Adults ¥1,000, High school students ¥800, Elementary and junior high school students ¥500
 🅅 600 spots https://www.fujiwaranosato.com/



OSHU

Ancient Clothing
着付体験


World Heritage Hiraizumi and Nearby Areas

Hiraizumi Ichinoseki Oshu

A Comprehensive Guide

Situated in the southern part of Iwate, Hiraizumi, Ichinoseki, and Oshu are packed with things to see and do centered around the Hiraizumi World Heritage site. Before taking a tour of the area, keep reading to learn about area history, nature, geography, and the Oshu Fujiwara clan!



History

Hiraizumi This northern capital served as the base for three generations of the Oshu Fujiwara clan at the end of the Heian period. During that time, the population was over 100,000, making it the second largest city after the ancient capital of Kyoto. It is now known as the Hiraizumi World Heritage site, welcoming many visitors.

Ichinoseki As the southern gateway to Iwate, Ichinoseki borders Hiraizumi on the south. This city has deep connections with the Oshu Fujiwara clan, and is home to many historic sites, such as the Honederamura Shoen ruins, which are connected to Chuson-ji Temple.

Oshu Oshu is on the northern edge of the Hiraizumi World Heritage site, and has produced many great people throughout its history. Esashi-Fujiwara Heritage Park is a theme park where you can enjoy a stroll through history and experience the world of the Heian period Oshu Fujiwara clan.

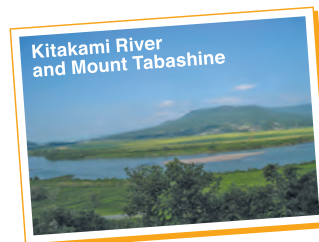


Motsu-ji Temple Main Hall

World Cultural Heritage Hiraizumi – Temples, Gardens and Archaeological Sites Representing the Buddhist Pure Land

- 1 Chuson-ji Temple 2 Motsu-ji Temple 3 Kanjizaiō-in Ato 4 Muryōkō-in Ato 5 Mt. Kinkeisan

See P5 and 6 for details



Kitakami River and Mount Tabashine

Hiraizumi Hiraizumi is not only home to historic sites, but also an abundant natural environment. From Takadachi Gikeido, known as the final resting place of Minamoto no Yoshitsune, you can see the grand Kitakami River and a view of Mount Tabashine, which was written of in one of Saigyō Hoshi's poems. Each year, the Daimonji Okuribi, a ceremonial bonfire, is held on Mount Tabashine.



Nature



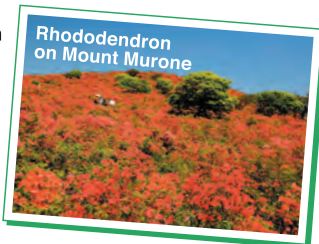
Statue of Matasaburo of the Wind in Taneyama Highland

Oshu Oshu is home to abundant, varied natural scenery stretching from east to west, such as Taneyama Highland, beloved by writer Kenji Miyazawa, and the charming valleys, lakes and marshes of the Yakeishi mountain range. Villages of scattered houses typical of idyllic Japanese countryside scenery are another unique feature of the area.



Yakeishi Mountain Range

Ichinoseki Ichinoseki is blessed with grand natural vistas, such as Genbikai Gorge in the west and Geibikai Gorge in the east. Both spots are known for their beautiful autumn foliage. Scenic Mount Murone offers a different view with each season, and the area near the summit is covered in the pink blossoms of rhododendron in early summer.



Rhododendron on Mount Murone

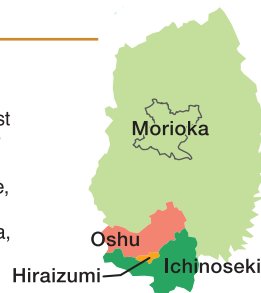


Geography

Hiraizumi Get off the Tohoku Shinkansen at Ichinoseki Station and Hiraizumi is the second station on the outbound Tohoku Main Line. Although you can see the sights on foot, the Runrun Loop Bus is a great mode of transportation for tourists.

Ichinoseki Located on the southernmost edge of Iwate prefecture, Ichinoseki is about equidistant from Sendai and Morioka. Boasting the second largest area in the prefecture, this the central city in the southern part of Iwate, and offers direct access to expressways and shinkansen trains.

Oshu Oshu covers the third largest area in the prefecture after Ichinoseki. Situated in the southern inland area of Iwate, it consists of five areas: Mizusawa, Esashi, Maesawa, Isawa, and Kinugawa.



Hiraizumi Ichinoseki Morioka

What is the Hiraizumi World Heritage Site?

Under three generations of prosperous rule by the Oshu Fujiwara clan, twelfth century Hiraizumi developed as the second most prominent city in Japan after the Heian period capital of Kyoto. With the hope of realizing a peaceful country without war, many gardens and temples were built, including Chuson-ji Temple, representing the Pure Land of Buddhism. This group of sites is still well preserved, and while it was influenced by factors from outside of Japan, it developed in its own unique way. It has been highly praised as a unique example of an expression of an ideal world, and was registered as a UNESCO World Cultural Heritage site in 2011.

100 Years of Oshu Fujiwara Clan History - A Comprehensive Timeline

Major World Events

Around 3000 BC - 1500
Dawn of civilization in ancient Egypt and China
Around 500 BC : Confucius appears
221 BC : First Qin Dynasty united
202 BC : Han Dynasty established
27 BC : Roman Empire established

4th - 6th century : Germanic migration
626 : Li Shimin ascends to the throne of the Tang Dynasty

750 AD : Islamic Empire established

794 : Capital relocated to Kyoto

962 : Holy Roman Empire established
987 : Kingdom of France established
1008 : Kingdom of Georgia established
1038 : Seljuk Dynasty established
1054 : Christian schism
1066 : House of Normandy established
1096 : First Crusade
1127 : Southern Song Dynasty established

1192 : Minamoto no Yoritomo becomes Sei Taishogun

Around 12th century: Angkor Wat built
Around 13th century:
Birth of Sukhothai Kingdom

1351 : Birth of Ayutthaya Kingdom

1453 : Fall of Roman Empire

1776 : United States of America established

Yayoi Period

3rd century BC
- around 3rd century

Kofun-Asuka Period

3rd - 7th century

Nara Period 710~

Heian Period

Oshu Fujiwara clan

Kamakura Period

Northern and Southern Courts Period

Muromachi Period

Azuchi-Momoyama Period

Edo Period

1051 AD : Zenkune War starts
1056 AD : Fujiwara no Kiyohira born
1062 AD : Zenkune War ends

1083 AD : Gosannen War starts
1087 AD : Gosannen War ends
Kiyohira takes possession of Okuroku District
Oshu Fujiwara clan prosperity begins

Fujiwara no Kiyohira

First generation clan head with desire for peace in Japan

1089 : Becomes commander of Mutsu
1095 : Relocates from Toyoda no Tachi in Esashi District to Hiraizumi (according to one theory)
1105 : Begins construction of Chuson-ji Temple
Fujiwara no Motohira born around this time

1122 : Chuson-ji Temple sutra repository built
Fujiwara no Hidehira born around this time
1124 : Chuson-ji temple Konjikido completed

1128 : Kiyohira passes away (aged 73)



Fujiwara no Motohira

Second generation clan head bringing about a rich culture

1150 : Begins construction on Motsu-ji Temple (according to one theory)
1155 : Fujiwara no Yasuhira born
Kondo Enryu-ji Hall completed at Motsu-ji Temple
Motohira's wife builds Kanjizaiō-in Temple
1157 : Motohira passes away around this time



Fujiwara no Hidehira

Third generation leader ruling over the Tohoku area

1159 : Minamoto no Yoshitsune born
1170 : Becomes Chinjufu Shogun
1174 : Minamoto no Yoshitsune arrives at Hiraizumi
1181 : Becomes Governor of Mutsu Province
1184 : Muryōkō-in Temple built around this time
1185 : Taira clan defeated at Dannoura
1187 : Hidehira passes away (aged 66)



Fujiwara no Yasuhira

Last lord of the Oshu Fujiwara clan

1189 : Yoshitsune's suicide, Minamoto no Yoritomo arrives at Hiraizumi
Yasuhira defeated, Oshu Fujiwara clan falls
Yoritomo orders the protection of temples at Hiraizumi



Must Visit

Historic Sites in Iwate!

World Cultural Heritage Sites of Hiraizumi

Site name: Hiraizumi - Temples, Gardens and Archaeological Sites Representing the Buddhist Pure Land

A trip to Iwate would not be complete without a visit to the Hiraizumi-Ichinoseki-Oshu area, which is home to the Hiraizumi World Heritage site and a variety of other related highlights. Touring the historic sites not only gives you the chance to learn about the grand history of the region, but also to get in touch with the architecture and beautiful nature of the area.



Hiraizumi Chuson-ji Temple 1

The spiritual heart representing the Buddhist Pure Land in the modern world

Founded in 850 by Ennin, high priest of Enryaku-ji Temple, it is here that Kiyohira, first generation leader of the Oshu Fujiwara clan, constructed large-scale temple buildings in the early 12th century. After the fall of the Oshu Fujiwara clan, many Buddhist temples were lost, however, the Konjikido Hall and other buildings designated as national treasures and important cultural assets remain preserved in good condition today.

202 Aza Kinutome, Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate 0191-46-2211
8:30 - 17:00 (November 4 - end of February: 8:30 - 16:30) Open 365 days a year
Adults ¥800, High school students ¥500, Junior high school students ¥300, Elementary school students ¥200



Photos: Chuson-ji Temple MAP P13-C4

Hiraizumi Motsu-ji Temple 2

A magnificent space "without equal"

This temple was founded in 850 by Ennin and built by Motohira and Hidehira, the second and third generation heads of the Oshu Fujiwara clan. In its heyday, it counted over 40 buildings and 500 priests, boasting a scale and magnificence that outshone Chuson-ji Temple. Not only are the Heian period Buddhist temple structures preserved in near perfect condition, but the Pure Land garden has been restored and renovated to carry on ancient traditions in our modern times.

58 Aza Osawa, Hiraizumi, Hiraizumi-cho, Nishiiwai-gun, Iwate 0191-46-2331
8:30 - 17:00 (November 5 - March 4: 8:30 - 16:30) Open 365 days a year
Adults ¥700, High school students ¥400, Junior high and elementary school students ¥200



Hiraizumi Kanjizaiō-in Ato 3

A first-class Pure Land Garden with two Amida halls

This is the site of a temple said to have been built by the wife of Motohira, second generation head of the Oshu Fujiwara clan. On the northern shore of Maizuru Pond, a large and small Amida hall were built. The private Buddhist hall has a quintessentially beautiful female design, and it is thought that it was home to a first-class Pure Land garden built according to the rules of Sakuteiki, Japan's oldest gardening manual.

Aza Shirayama, Hiraizumi-cho, Nishiiwai-gun, Iwate
Open 24 hours a day for tours Open 365 days a year Free



MAP P13-D4



Hiraizumi Muryōkō-in Ato 4

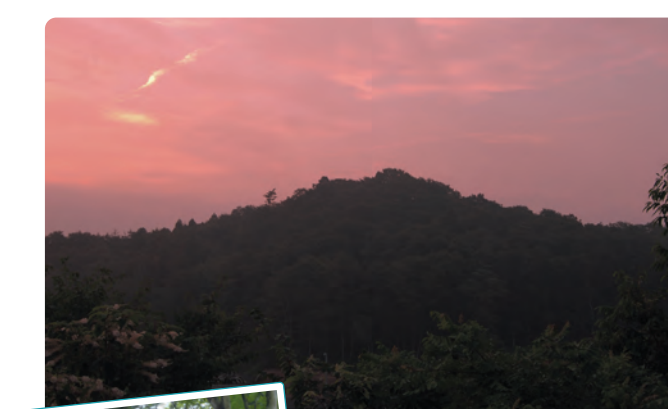
The pinnacle of Pure Land gardens modeled after the Phoenix Hall at Byodo-in Temple

This is the site of a temple built by Hidehira, the second head of the Oshu Fujiwara clan, and modeled after the Phoenix Hall at Byodo-in Temple (national treasure, World Heritage site) in Kyoto. Built larger in part than the Phoenix Hall, it is thought that the builders were aiming for a temple that exceeded Byodo-in. With the sun setting over the ridge of Mt. Kinkeisan to the west symbolizing the Pure Land, the garden is said to be the pinnacle of Pure Land garden design.

Aza Hiraizumi Hanadate, Hiraizumi-cho, Nishiiwai-gun, Iwate
Open 24 hours a day for tours Open 365 days a year Free



MAP P13-D4



Hiraizumi Mt. Kinkeisan 5

A hill of faith with a sutra mound built by the Fujiwara clan

At the summit of a hill located nearly midway between Chuson-ji Temple and Motsu-ji Temple there is a mound where sutras were buried by the Oshu Fujiwara clan so that they would be preserved for future generations. Many legends about this hill include a mention in "The Narrow Road to the Deep North" by Japan's most famous poet Matsuo Basho, that a golden hen was buried there to protect Hiraizumi, and that it was built in a single night by a line of laborers stretching to the Kitakami River.

Aza Hiraizumi Hanadate, Hiraizumi-cho, Nishiiwai-gun, Iwate
Open 24 hours a day for tours Open 365 days a year Free

MAP P13-D4

Check it Out! Spots Related to World Heritage Sites

Hiraizumi Yanagi Palace Ruins



MAP P13-D4

Because of the superior quality and quantity of discovered items and ruins even among Hiraizumi, it is highly likely that this was the spot of the Hiraizumikan (government offices) noted in the Japanese history text *Mirror of the East*.

Aza Hiraizumi Yanaginogoshi, Hiraizumi-cho, Nishiiwai-gun, Iwate
9:00 - 17:00 (November - March: 9:00 - 16:30)
Year-end/New Year holidays Free

Hiraizumi Takkoku no Iwaya Bishamon-do Temple



MAP P13-C4

It is thought that Bishamon-do was built in imitation of Kiyomizu-dera Temple, where Sei Taishogun Sakanoue Tamuramaro prayed for victory in the subjugation of the Ezo, and for the protection of the Buddha.

16 Hiraizumi Aza Kitazawa, Hiraizumi-cho, Nishiiwai-gun, Iwate
8:00 - 17:00 (November 6 - February 28: 8:00 - 16:30)
Open 365 days a year
Adults ¥500, Junior high school students ¥200

Ichinoseki Honederamura Shoen Ruins



MAP P13-B4

These are the ruins of an Oshu Fujiwara clan manor known as Honederamura. The beautiful medieval farmland scenery is maintained down to this day, making it one of the world's rarest heritage sites.

241-2 Gembicho Aza Wakagamiko, Ichinoseki, Iwate
9:00 - 17:00
Tuesdays (open when Tuesday falls on a national holiday, closed the following day), year-end/New Year holidays
Free

Oshu Shirotoritate iseki



MAP P13-D4

Located on a hill alongside the Kitakami River, these ruins served as an inland port on the Kawakami River from the 12th century to the middle ages. It is an extremely rare example that showcases the economic activities of the Oshu Fujiwara clan.

Maesawa, Oshu, Iwate
Open 24 hours a day for tours
Open 365 days a year Free

Oshu Chōjagaharahaiji Ato



MAP P13-C4

The ruins of this 11th century temple consist of a main hall, tower, and south gate surrounded by 100 meter roofed mud walls arranged in a square. This is a precious historic site that shows efforts to spread Buddhist culture in the area before Chuson-ji Temple was built.

Koromogawa Tanakanishi, Oshu, Iwate
Open 24 hours a day for tours
Open 365 days a year Free

Everything From Traditional Local Foods to Sweets!

You have to try it!

Local Dishes

One of the best parts of traveling is searching for tasty eats. Fill your belly and your soul with traditional cuisine rooted in these three areas and menu items featuring plenty of local ingredients.

Hiraizumi

Oshu

Ichinoseki



Japanese Restaurant Ushi no Sato

Maesawa Beef Sampler Meal
[Stone-grilled (60 g sirloin, 40 g fillet), beef steak sashimi, small side dishes, delicacies, salad, rice, miso soup, pickles] ¥6,490

MAP P13-D3
1-5 Maesawa Mukaida, Oshu, Iwate ☎0197-56-6115
🕒 11:00 - 20:00 (last order) 🗓 Tuesday
🚗 30 spots 🌐 <https://ushinosato.oshushi.com/>



Oshu Hatto with Maesawa Beef
¥990

Oshu Get your fill of Maesawa Beef, the highest ranking Japanese Wagyu

Maesawa Beef shines as the champion of beef brands from across Japan. The deep sweet flavor and umami melt in your mouth for an irresistible meal. Japanese Restaurant Ushi no Sato serves Maesawa Beef shabu-shabu style, in sukiyaki, steak, and a variety of other options. Don't miss the chance to try the traditional Oshu dish hatto, which includes menu items with Maesawa Beef.

Farmer Restaurant Madakisuta



Totaro Set (Choose from two types of main dishes)
[Photo shows fried tofu with meat filling, okara and soy milk salad, soy milk pudding, kettle-cooked rice, miso soup, pickles] ¥1,210

Oshu Locally-produced food for local consumption good for mind and body, made with tofu and plenty of vegetables

This good old-fashioned, nostalgic restaurant is located in a renovated farmhouse. The name "Madakisuta" is the local dialect for "I'm here again." Popular home-made menu items include kettle-cooked rice with scorched rice bits, healthy dishes with plenty of tofu, and delectable handmade udon with sauce made in the restaurant.

MAP P13-C3
19 Isawakayanagi Aza Odachime, Oshu, Iwate
☎0197-46-4241 🕒 11:30 - 14:30 (last order)
🗓 [January/February] Monday - Thursday [March - December] Monday, 1st and 3rd days of the month
🚗 20 spots 🌐 <https://madakisuta.exblog.jp/>



Kissako Jugemu

Hiraizumi

Feel like a Showa era elementary school student!

Enjoy a school lunch in a retro restaurant

The retro atmosphere of this café is designed on the motif of a Showa era school. Not only does it feature a blackboard, school desks, etc., but the menu is sure to make your heart flutter. Don't miss the Jugemu Jugemu School Lunch, which is served on a stainless steel tray just like those used in Showa days. Visitors in their 40s to 60s will feel a wave of nostalgia, and younger diners will enjoy the novel menu items. Don't forget to snap some photos!

Jugemu Jugemu School Lunch
[Koppepan roll, teriyaki chicken, soup, salad, milk, etc.]
¥1,200

Cream Soda
¥500



MAP P13-D4
157 Aza Yanaginogoshi, Hiraizumi, Hiraizumi-cho, Nishiwai-gun, Iwate
☎0191-48-5227 🕒 9:30 - 14:00 (last order)
🗓 Wednesday, Thursday 🚗 8 spots
🌐 https://www.instagram.com/kissako_jugemu/
*Cash Only

Sansaikan Fujisei



Original Bite-Sized Mochi Meal
[9 types of mochi, grated giant radish]
¥1,750

Ichinoseki

Enjoy 9 different kinds of mochi dishes at once in the "Original Bite-Sized Mochi Meal"

The Original Bite-Sized Mochi Meal was created so that people could more easily enjoy mochi cuisine, which has roots in the Ichinoseki area. It features nine types of mochi including mochi with sweet bean paste, mochi covered in sweetened mashed soybeans, mochi with walnut paste, mochi with sesame seeds, mochi with wild sesame sauce, natto mochi, ginger mochi, mochi with ground chicken and ground burdock sauce, and in soup with chopped giant radish.

MAP P13-D5
3-53 Kamiotsukikouji, Ichinoseki, Iwate
☎0191-23-4536 🕒 11:00 - 14:00 (last order)
🗓 Monday 🚗 6 spots 🌐 <https://fujisei.co.jp/>

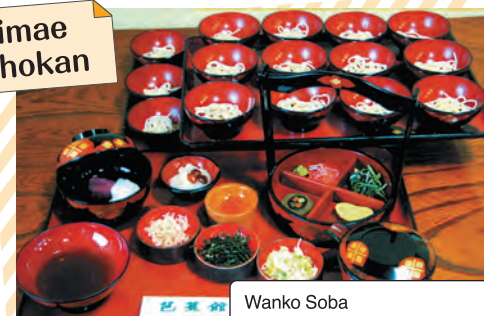


Hiraizumi

The original bite-sized wanko soba (Moridashi style) served Hiraizumi style

Hiraizumi Wanko Soba is unique to the Hiraizumi area, where soba was eaten on a daily basis long ago. Small bite-sized portions of soba noodles are served in small bowls (Moridashi style), and you can add your favorite flavorings while enjoying them at your own pace. Ekimae Bashokan serves their noodles in traditionally handcrafted Hidehira bowls. Not only is the soba delicious, but this is a great chance to enjoy Japanese culinary history.

Ekimae Bashokan



Wanko Soba
[24 bowls of bite-sized soba, flavoring (tuna with grated yam, grated nameko mushrooms, salted roe, roasted seaweed, green onions, etc.), pickles]
¥2,000

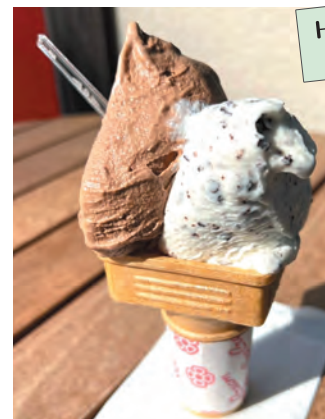


MAP P13-D4
82 Aza Izumiya, Hiraizumi, Hiraizumi-cho, Nishiwai-gun, Iwate
☎0191-46-5555 🕒 10:00 - 15:00 🗓 Irregular
🚗 8 spots 🌐 <http://www.wankosoba.com/>

Ichinoseki

Home made gelato crafted with fresh local milk, fruits, and vegetables

"Hand made ice cream Porano" is located about six minutes from Genbikai Gorge by car. Their gelato is crafted from locally grown fresh fruits and vegetables. Standard flavors available year-round include sesame, mixed fruit, and Dainagon milk in addition to nearly 20 limited time and seasonal flavors such as bakke (butterbur), and Nanbu Ichiro pumpkin. Share some with friends and family!



Hand made ice cream Porano

Single gelato ¥350, double ¥400

MAP P13-C4
178-3 Aza Nyudo, Genbi-cho, Ichinoseki, Iwate
☎0191-39-2272 🕒 10:00 - 17:00
🗓 Thursday, year-end/New Year holidays 🚗 24 spots
🌐 <https://www.instagram.com/porano/ice/>





Nature, History, Culture / Get the Most out of These Charming Areas!

Truly experiencing the local atmosphere is one of best parts of traveling. Take part in some activities, stroll around the town, and try some hands-on experiences to create unforgettable memories of your trip.



Geibi Tourism Center

MAP P13-E4
467 Aza machi, Nagasaka, Higashiyama-cho, Ichinoseki, Iwate
0191-47-2341 8:30 - 16:00 (Winter: 9:30 - 15:00) None
300 spots (free and paid) <http://www.geibikei.co.jp/funakudari/>

Enjoy nature in Ichinoseki

Tour the gorgeous scenery of Geibikei Gorge by boat - Special seasonal boats also available

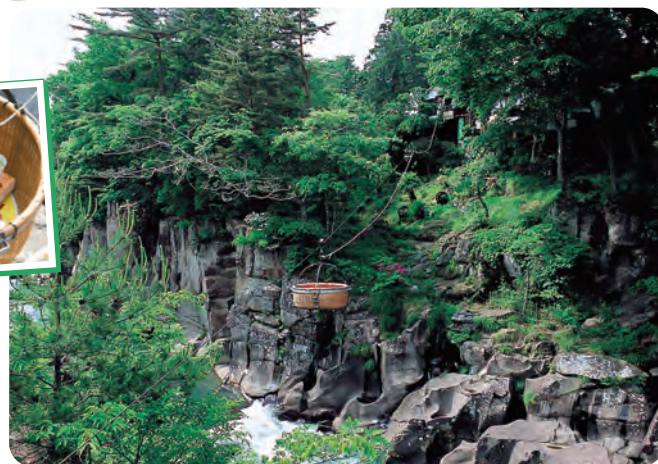
Geibikei Gorge is counted as one of the 100 most scenic spots in Japan. The nearly 100-meter-tall sheer cliffs towering over both shores are a dynamic natural highlight of the area. The river is gentle, and boat tours are available year-round. The boatman will point out the numerous strange rocks along the way and sing the traditional song Geibi Oiwake at the climax of the tour. In winter, boats have kotatsu, which are covered, heated tables.



- Price** Adults (junior high students and older) ¥1,800, Elementary school students ¥900, Small children ¥200 Includes insurance
- Time** 90 minutes **Capacity** 25 - 45 people/boat
- Reservations** Not required
- Availability** Year-round (operated as kotatsu tours December - end of February)
- Notes** Tours may be canceled due to inclement weather

Famous Kakko Dango at Genbikei Gorge, a valley designated as a natural monument

With its source in Mount Kurikoma, the Iwai River runs through Genbikei Gorge, a beautiful area with many scenic rocks. Different, gorgeous views await visitors year-round, such as cherry blossoms in full bloom in springtime and colorful mountain foliage in autumn. Genbikei Gorge is also famous for Kakko Dango, dumplings that are carried in a basket along with tea on a rope across the river. Don't miss your chance to try them!



Kakkoya

MAP P13-C5
211 Gembicho Takinoue, Ichinoseki, Iwate
0191-29-2031
9:00 - 15:00
(closes once dumplings are sold out)
December - February 10 spots

- Price** 3 dango skewer set: ¥500
- Time** 3 minutes and up (From order until delivery)
- Capacity** N/A **Reservations** Not required
- Availability** March - November every year
- Notes** May be closed due to inclement weather

Try on a Heian period aristocracy costume or warrior's armor!

Esashi-Fujiwara Heritage Park is a historical theme park based on the Heian period where visitors can enjoy a variety of attractions, such as becoming a warrior and taking part in an archery activity and playing a shell matching game, a popular pastime of court nobles. One of the most popular activities is trying on period costume and armor. Come try on these garments for free and feel like a Heian period noble or warrior!

Esashi-Fujiwara Heritage Park

MAP P13-D2
86-1 Esashiwayado Konamaru, Oshu, Iwate 0197-35-7791
9:00 - 17:00 (November 1 - end of February: 9:30 - 16:00)
Note: Final entry is one hour before closing.
January 1
Admission: Adults ¥1,000, High school students ¥800, Junior high and elementary school students ¥500
600 spots <https://www.fujiwaranosato.com/>

- Price** Free **Time** 5 - 10 minutes
- Capacity** N/A **Reservations** Not required
- Notes** Year-round
- Availability** Additional fees apply inside park



Experience history in Oshu

You can also try on ceremonial court lady robes and dress for an additional fee



Stroll around a retro town and experience the history of Iwayado

Flourishing as a trading center for supplies carried by boat on the Kitakami River, the Iwayado area is home to a number of traditional products such as chests of drawers and sweet bean jelly. Kuramachi Mall is a spot for visitors on foot featuring the original buildings where items are manufactured and is home to merchant storehouses. If you want to experience a trip back in time, a stroll through this retro area with its cobblestone-paved streets and lantern lights will grant your wish. Plenty of events are held here including the Wednesday market (every Wednesday from April to November), the Kuramachi Market, and Horoyoi Yokocho.

Kuramachi Mall

MAP P13-D2
Esashinakamachi, Oshu, Iwate
0197-31-1611
(Oshu Sightseeing and Products Association Esashi branch)
24 hours
Open 365 days a year
Available



Rediscover yourself in a rare Zen sitting meditation training experience

Zen sitting meditation is a type of ascetic training in Zen Buddhism. Practitioners sit in the correct posture and calm their minds, forgetting about daily worries and troubles in an attempt to rediscover themselves. Chuson-ji Temple offers the visitors the rare chance to try it. At Kosho-ji Temple, which serves as a Zen dojo, a priest will offer a detailed explanation of Zen sitting meditation where you can then try it for yourself.

Chuson-ji Temple

MAP P13-C4
202 Aza Kinutome, Hiraizumi, Hiraizumi-cho, Nishiwai-gun, Iwate
0191-46-2211 8:30 - 17:00 (November 4 - end of February: 8:30 - 16:30)
None Available (for a fee)
<https://www.chusonji.or.jp/around/experience.html>

- Price** ¥1,000 **Time** 60 minutes
- Capacity** 10 people
- Reservations** Required up to 3 days in advance
- Availability** Year-round
- Notes** Please make advance reservations, as meditation may not be available due to temple services

Come face-to-face with yourself in Hiraizumi



Photos: Chuson-ji Temple

Draw a picture on traditional lacquerware handcraft in an authentic lacquer workshop

Lacquerware is a traditional craft that uses sap from a lacquer tree to apply layers of lacquer to wood or paper. Ochiya, a lacquer workshop that has been in business since the Meiji era, offers visitors the chance to participate in an authentic lacquering experience, using genuine, old-fashioned lacquer to draw a picture. Pictures can be drawn on chopsticks, straps, spoons, coasters, dishes, etc., and after drying at the workshop, can be sent to a designated address.

- Price** ¥4,400 and up **Time** 60 - 90 minutes
- Capacity** 1 - 50 people
- Reservations** Required up to 1 week in advance
- Availability** Year-round (closed Tuesday afternoons, Wednesdays)
- Notes** Real lacquer is used, which can irritate skin (If you have sensitive skin, we recommend bringing a rain coat and rubber gloves). Same-day cancellations are not accepted (The activity fee can be used to ship the planned lacquerware). Items are shipped one to two weeks after drying (additional shipping fees apply).

Ochiya

MAP P13-D4
1-7 Aza Kinutome, Hiraizumi, Hiraizumi-cho, Nishiwai-gun, Iwate
0191-46-2306 9:00 - 17:00
Tuesday afternoons, Wednesdays
15 spots <https://ochiya.jp/kuras/>



Take Some Memories Home! Must-buy Souvenirs

Check out our collection of perfect souvenirs to remember your trip, including everything from simple sweets you'll want to eat again and again, to historic, traditional crafts!

Oku no Hiraizumi Karinto Manju (brown sugar) ¥648 (8 pieces)



These Japanese sweets have a moist, soft texture, the fragrant sweetness of burnt dark molasses, and smooth sweet bean paste. You'll want to eat one after another of these bite-sized treats!

Chibakei Seika
☑ 0191-46-2791

Mainly found at **MAP P13-D4**

Nanohana Kashiho
11-1 Kozenji Aza Ishinose, Ichinoseki, Iwate
(Inside AEON Super Center Ichinoseki)



Nadai Atsuyaki Senbei ¥388 and up (6 pieces)

Nanbu Senbei, the famous rice cracker from Iwate, is combined with eggs, margarine, and sugar, and baked into a cookie-style senbei. This slightly sweet treat features fragrant whole peanuts.

Sasaki Seika
☑ 0191-23-5653

Mainly found at **MAP P13-D5**

Sasaki Seika Omachi Main Shop
3-44 Omachi, Ichinoseki, Iwate

Nambu Ironware ¥9,900 and up (iron kettle)



The iron culture of Iwate is said to have originated in the Hiraizumi era, and Nambu Ironware is a popular souvenir from Iwate. A wide variety of iron kettles, pots, and frying pans compatible with induction heating stoves are available at the factory shop.

OIGEN
☑ 0197-24-2411

Mainly found at **MAP P13-D3**

OIGEN Factory Shop
45 Mizusawahadacho Aza Horinouchi, Oshu, Iwate

Kenjo Tamura no Ume ¥1,426 (6 pieces)



This Ichinoseki treat has been loved since it was first launched nearly 100 years ago. The plum paste with a refreshing sweetness and chewy rice cake wrapped in Japanese basil is a great way to enjoy the full flavor of plums.

Shoheidoh
☑ 0120-23-5008

Mainly found at **MAP P13-D4**

Hiraizumi Rest House
10-7 Hiraizumi Aza Sakashita, Nishiiwai-gun, Iwate

Tochi Guinomi ¥12,100 (2 piece set)



Tochi Guinomi, presented as gifts at the G7 Ise-Shima Summit, make the perfect souvenir or gift along with other traditional crafts made of shells, mother-of-pearl straps, and Hidehira-nuri chopsticks, a craft handed down since the Heian period.

Ochiya
☑ 0191-46-2306

Mainly found at **MAP P13-D4**

Ochiya
1-7 Hiraizumi Aza Koromonoseki, Nishiiwai-gun, Iwate

Event Calendar

These three areas are packed with a variety of seasonal events. Plan your trip around events you find interesting!

May 1 - 5

Hiraizumi Spring FUJIWARA Festival



With so many events during the above period, there is something to do every day. The Minamono no Yoshitsune Procession to Edo from Motsu-ji Temple to Chuson-ji Temple is particularly impressive.

Location In Hiraizumi
Inquiries 0191-46-2110 (Hiraizumi Tourism Association)

MAP P13-C4

May 3, 4

Oshu Esashi Jinku Festival



This celebration has its roots in the Iwayado Hibuse Festival. In addition to dances performed during the Toshiiwairan, which falls under an unlucky year, 1,000 residents take part in a Jinku parade of traditional Japanese songs.

Location Main streets, parks, etc., in Esashi, Oshu
Inquiries 0197-34-1623 (Esashi Jinku Festival Executive Committee Office)

MAP P13-D2

Fourth day of May

Hiraizumi Motsu-ji Temple Banquet by the Stream



This event recreates an elegant form of Heian period entertainment, with cups of sake floating down the stream in the garden and the reciting of Japanese poetry.

Location Motsu-ji Temple (58 Hiraizumi Aza Osawa, Hiraizumi-cho, Nishiiwai-gun, Iwate)
Inquiries 0191-46-2331 (Motsu-ji Temple Office)

MAP P13-C4

Mid-June - early July every year

Hiraizumi Motsu-ji Temple Iris Festival



The iris garden around the pond on the temple grounds is home to nearly 30,000 irises of 300 varieties. During the festival you can see an Ennen Dance, a tea party, and other events.

Location Motsu-ji Temple (58 Hiraizumi Aza Osawa, Hiraizumi-cho, Nishiiwai-gun, Iwate)
Inquiries 0191-46-2331 (Motsu-ji Temple Office)

MAP P13-C4

Late June - late July every year

Ichinoseki Hydrangea Festival



From late June, nearly 40,000 hydrangeas from 400 varieties including mountain hydrangea, hydrangea serrata, and hydrangea involucrata bloom across a massive botanical garden. The Hydrangea Pond shown in the photo is scheduled for about two weeks during the latter half of the season.

Location Michinoku Hydrangea Garden (111 Maikawa Aza Harasawa, Ichinoseki, Iwate)
Inquiries 0191-28-2349

MAP P13-D4

Mid-August

Ichinoseki National Microbrew Beer Festival in Ichinoseki



At this event, you'll find over 100 microbrewed beers from across the country including local Ichinoseki brews. You can also enjoy local snacks that pair perfectly with the beer.

Location Ichinoseki Cultural Center Plaza /Ichinoseki Library 1F parking lot
Inquiries 0191-21-8415 (National Microbrew Beer Festival Ichinoseki Executive Committee)

MAP P13-D5

Mid-October

Ichinoseki Hiraizumi Balloon Festival



This is the first round of the Hot Air Balloon Honda Grand Prix. Other events include riding a moored hot air balloon and a hot air balloon class.

Location Ichinoseki Waterfront Plaza (Kozenji, Ichinoseki, Iwate)

Inquiries 0191-21-8413 (Ichinoseki-Hiraizumi Balloon Festival Executive Committee)

MAP P13-D5

Night of 7th day of Lunar New Year - following morning

Oshu Kokuseki-ji Somin-sai Festival



Men wearing only loincloths pray for a rich harvest and eradication of disasters. The climax is a contest to capture the Somin bag which lasts until daybreak the following day.

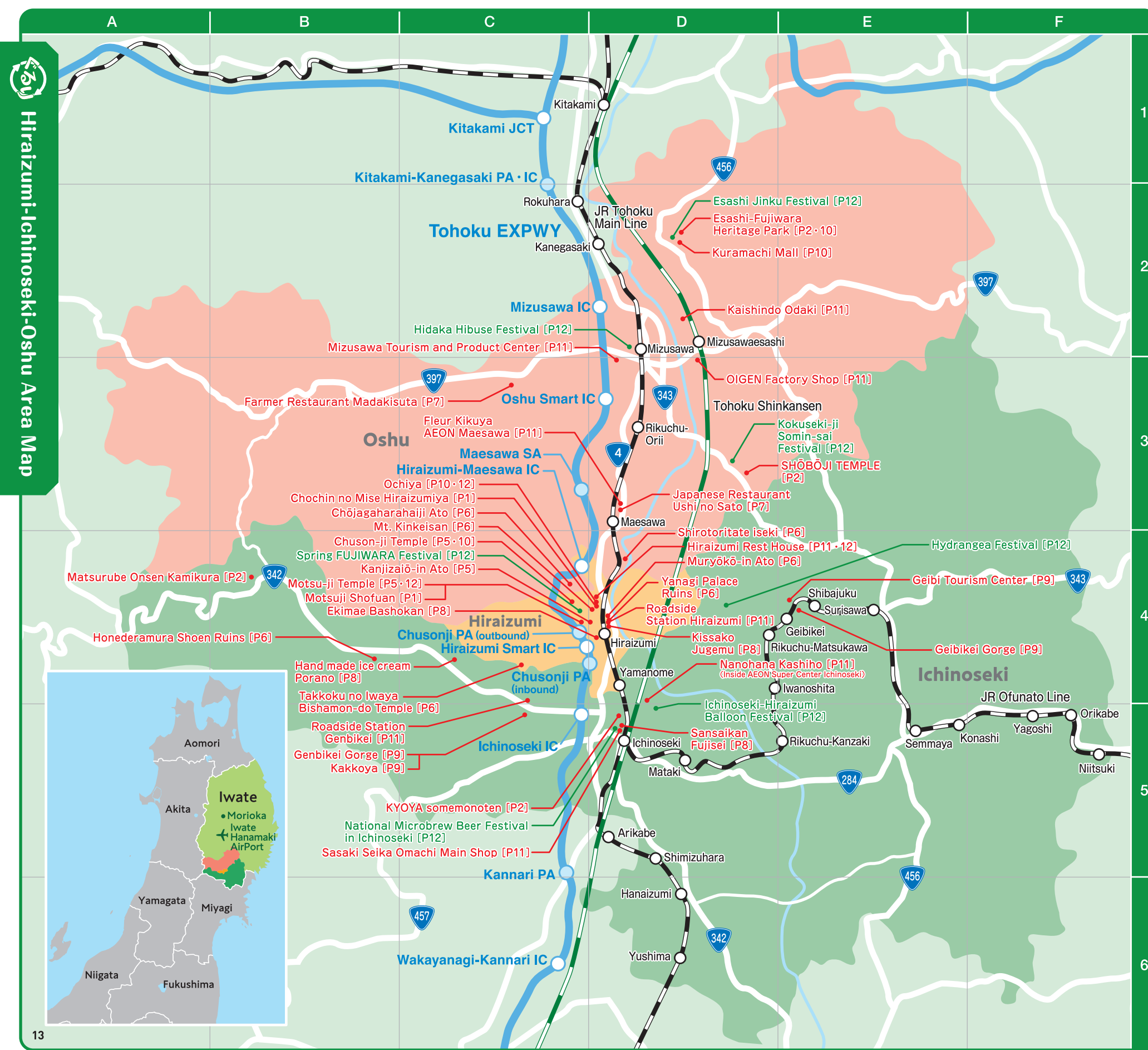
Location Kokuseki-ji Temple (17 Mizusawakuroshicho Aza Yamauchi, Oshu, Iwate)

Inquiries 0197-34-1760 (Oshu Tourism Department of commerce and industry, Commercial Tourism Section, Sightseeing product person in charge)

MAP P13-D3

There are so many other interesting souvenirs!

- Hiraizumi** Hiraizumi Rest House TEL.0191-46-2011 **MAP P13-D4**, Roadside Station Hiraizumi TEL.0191-48-4795 **MAP P13-D4**
- Ichinoseki** Roadside Station Genbikei TEL.0191-29-2000 **MAP P13-C4**
- Oshu** Mizusawa Tourism and Product Center TEL.0197-22-7800 **MAP P13-D3**



Access to Hiraizumi Ichinoseki Oshu

By shinkansen from across Japan

By Hayabusa (fastest)

Tokyo Sta.	About 120 min.	Ichinoseki Sta. (Ichinoseki)	About 8 min. by train	Hiraizumi Station (Hiraizumi)	
Sendai Sta.	About 20 min.				
Shin-Aomori Sta.	About 110 min.				
Tokyo Sta.	About 140 min.	Mizusawa esashi Station (Oshu)	Tokyo Sta.	About 120 min.	Ichinoseki Sta. (Ichinoseki)
Sendai Sta.	About 45 min.		Sendai Sta.	About 20 min.	
Shin-Aomori Sta.	About 100 min.		Shin-Aomori Sta.	About 110 min.	

Via Iwate Hanamaki Airport from across Japan (by plane)

By car/expressway bus (requiring a fare)

New Chitose Airport	About 55 min.	Iwate Hanamaki AirPort	About 45 min. by car	Hiraizumi
Nagoya Airport	About 70 min.		About 50 min. by train	
Osaka International (Itami) Airport	About 80 min.		About 50 min. by car	Ichinoseki
Kobe AirPort	About 90 min.		About 60 min. by train	
Fukuoka Airport	About 115 min.		About 40 min. by car	Oshu
			About 35 min. by train	

By car from across Japan

By turnpike roads

Urawa IC	About 300 min.	Ichinoseki IC (Ichinoseki)	About 9 min.	Hiraizumi-Maesawa IC (Hiraizumi · Oshu)	About 50 min.	Morioka IC
Sendai-Miyagi IC	About 70 min.		About 100 min.		Akita-Chuo IC	

ETC-only Hiraizumi Smart IC and Oshu Smart IC are also available.

The information in this pamphlet is current as of September 2023. Content is subject to change after publishing. Note that prices and data may also be revised. Make sure to check the latest information before heading out. The committee accepts no responsibility whatsoever for any difficulties or damages arising from the information in this pamphlet. Thank you for understanding.

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